



WPTV

## ORDER

Print Date 09/20/12 Page 1 of 2

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	311710	/	Joe Negron
<u>Original Date / Revision</u>			Agency Co
	09/19/12	09/20/12	
<u>Advertiser</u>	<b>Negron / Republican / State</b>		
	600 Fairmont Towson, MD		
<u>Agency</u>	<b>Mentzer Media</b>		
<u>Buying Contact</u>	Sales Office		
	Sales Reg		
	Agency Re		
<b>600 Fairmont Avenue - Suite #306</b>			
<b>Towson, MD 21204</b>			

<u>Order Sep</u>	00:20:00
<u>Product</u>	<u>Estimate #</u> <b>496</b>
<b>Joe Negron for FL Senate</b>	<u>Alt Order #</u>
<u>Agency Com</u> 15%	<u>Billing Type</u> Cash
<u>Billing Contact</u>	<u>Order Type</u> GENERAL
	<u>Billing Cycle</u> EOM/EOC
<b>600 Fairmont Avenue - Suite #306 Towson, MD 21204</b>	<u>Billing Calendar</u> BROADCAST
	<u>Demographic</u> A25-54
	<u>Rev Codes</u> POL POL CAND
<u>Sales Office</u> EWSDC	<u>Product Codes</u> PL
<u>Sales Region</u> NAT	<u>Priority</u> P-1
Agency Ref	Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order %	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$9,541.25	\$11,225.00	0.00	10/01/12	10/22/12	11	\$9,541.25	\$11,225.00
<b>Totals</b>	<b>11</b>	<b>\$9,541.25</b>	<b>\$11,225.00</b>	<b>0.00</b>					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$9,541.25	\$11,225.00	0.00	10/01/12	10/22/12	11	\$9,541.25	\$11,225.00
<b>Totals</b>	<b>11</b>	<b>\$9,541.25</b>	<b>\$11,225.00</b>	<b>0.00</b>					



WPTV

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Contract / Revision

311710 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/19/12/ 09/20/12

Order Sep 00:20:00

Advertiser Negron / Republican / State Product Joe Negron for FL Senate Estimate # 496

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 3	WPTV	10/20/12	10/20/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S-   1   \$600.00   0.00															
N 4	WPTV	10/20/12	10/20/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S-   1   \$1,025.00   0.00															
N 5	WPTV	10/21/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S   1   \$425.00   0.00															
N 6	WPTV	10/21/12	10/21/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S   1   \$1,800.00   0.00															
N 7	WPTV	10/21/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S   1   \$600.00   0.00															
N 8	WPTV	10/21/12	10/21/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   -----S   1   \$750.00   0.00															
N 9	WPTV	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12   10/22/12   M-----   1   \$1,325.00   0.00															
													Totals	11 \$11,225.00	